

"Gateway to the world's wildest coffees"

"WORD FROM THE EXECUTIVE DIRECTOR"

This is our 11th issue of the newsletter, covering the months of May and June 2005, during which period EAFCA has been busy both on the international and regional scene.

On the international scene, EAFCA participated in the ICO Private Sector Consultative Meeting in London, while regionally, EAFCA continued its capacity building activities, through training workshops, with the aim of widening knowledge base and imparting skills for quality coffee in all areas of the coffee chain. In June, EAFCA and its strategic partner Coffee Quality Institute (CQI) organised comprehensive training workshops in Uganda, Kenya and Tanzania.

As we enter into the last quarter of the coffee year, we wish to thank our membership for their continued support as together we strive to promote Eastern African coffees. Enjoy the publication!

INTENSE TRAINING WORKSHOPS HELD

EAFCA and its strategic partners, the Coffee Quality Institute (CQI), USA and the Regional Agricultural Trade Expansion Support (RATES) Program, held intensive two day training workshops in June, entitled "Coffee Brewing for Excellence", in Uganda, Kenya and Tanzania, as part of its capacity building activities.



EAFCA Executive Director, Robert W. Nsibirwa (standing, right), flanked by David Kiwanuka of Uganda Coffee Development Authority, UCDA (standing, left), officially opens the training workshop in Kampala, Uganda

In Uganda, the training was held at the Uganda Coffee Development Authority (UCDA), Lugogo, on 16th –17th June 2005, while in Kenya, Dorman's Training Center

hosted the training from 20th–21st June. The Tanzania training was held at the Tanzania Coffee Board (TCB) in Moshi, on 23rd–24th June.

The trainer in all three countries was Ric Rhinehart from Los Angeles, USA, who is a Coffee Quality Institute (CQI) volunteer and a recognized coffee expert. Many thanks to Ric for all his hard work.

A total of 76 participants attended the trainings in the three countries, all of whom indicated that the training was timely and extremely beneficial, and highly recommended more of these trainings. Participants at this training were from various coffee related institutions including coffee shops, hotels, restaurants, coffee exporters, roasters, coffee equipment manufacturers and co-operatives.

The objective of the training was to equip participants with the fundamentals of brewing and serving quality coffee, promotion of domestic coffee consumption, differentiating between coffee qualities, maintenance of coffee brewing equipment and promotion of coffee exports through increased demand from international visitors who experience great coffees while in Africa.



CQI trainer Ric Rhinehart (standing), explains the principles of coffee brewing at the workshop in Kampala, Uganda

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Participants at the workshop in Nairobi, Kenya

What's next? In August 2005 through to January 2006, EAFCA has planned Cupping Trainings, to be followed by National Cupping competitions to be held in Burundi, Rwanda, Malawi, Zambia, Tanzania, Uganda, Ethiopia and Kenya. This will culminate in the **African Taste of Harvest** in February 2006. Lookout for details in the upcoming issues of the Newsletter.

COFFEE CLUB CULTURE FAST CATCHING UP!

EAFCA Coffee Clubs are fast becoming the place to be for those in the coffee industry looking to meet others and increase their networks, over a relaxing cocktail.

A Coffee Club is an informal gathering where all who are directly or indirectly involved in the coffee industry can meet, network and exchange ideas and information so as to find a common ground in problem solving, leading to an even stronger coffee industry in the various chapters.



David Rosenberg, Managing Director Utz Kapeh Foundation (right), addresses guests at the Coffee Club in Nairobi.

EAFCA, working together with the various chapters, organizes Coffee Clubs, which are held in conjunction with other coffee-related events in each country, such

as auction openings, trainings, coffee weeks or international buyer events.

In June 2005, EAFCA in conjunction with Utz Kapeh Foundation, a new EAFCA member, organized Coffee Clubs in Uganda and Kenya, following the training workshops.

Both functions were officially opened by the EAFCA Executive Director, Robert W. Nsibirwa who welcomed the guests to the function and updated them on EAFCA activities. In Nairobi, David Rosenberg, the Managing Director of Utz Kapeh Foundation, spoke on Utz Kapeh certification and it's importance in creating transparency in the coffee chain and eventually better coffee quality and coffee prices.

In Uganda, the Coffee Club was held at the exotic Kabira Club in Kampala with 65 stakeholders attending, while in Kenya it was held at the Dormans Coffee Shop in Sarit Center, Nairobi, where over 80 attended the function.

Among the highlights of the evening at the Coffee Clubs in Nairobi and Kampala was the awarding of Certificates of Completion to each of the 76 participants that attended and completed the "Coffee Brewing for Excellence" training workshop that was held prior to the in the Coffee Club in the two countries. Robert Nsibirwa and the CQI trainer Ric Rhinehart presented the certificates to the trainees.



A workshop participant in Nairobi is congratulated by CQI trainer Ric Rhinehart (3rd left), after receiving his certificate, while David Roche, CQI Technical Director (2nd left) and Robert W. Nsibirwa, EAFCA Executive Director (left), look on.

EAFCA encourages all its Chapters to organize quarterly Coffee Clubs for all members of the coffee industry in their respective countries. By inviting the larger coffee community, those who are not active in the coffee circle become engaged. Coffee Clubs can also be used as an event to attract new members.

EAFCA's POSITION PRESENTED TO THE I.C.O

EAFCA, represented its Chairman Leslie Omari, participated in the International Coffee Organisation (ICO) Private Sector Consultative Board meeting held in London, England, on 9th May 2005.

In his presentation, Mr. Omari noted that although sustainability has been treated as something of a niche concept across African producing regions, there is a growing awareness of the inherent need and potential value associated with the adoption of practices, which promote social, economic and environmental sustainability as a complete package.

He further noted that given the global momentum behind global sustainability issues, EAFCA has come to realise that all the certification and sustainable schemes speak of the consuming world's desire to improve the terms of trade arising from increasing concerns over the impoverishment associated with global trade and poorer nations.



Mr. Omari (pictured) noted that African producers/traders were sceptical about potential representatives purporting to represent them in schemes that do not have sustained dialogue, participation and ownership by producing regions they intend to help.

The smallholder producers, at whom the sustainability initiatives are most targeted, do not have the required savings to make investments associated with compliance of the certifications. It's very important that first and foremost the sustainable issues are economically sustainable.

Producers want a guarantee that they will receive real economic benefits through the adoption of certifications – real enough to cover the costs and improve livelihoods. That is to say, that there must be value added above cost recovery and livelihood.

Mr. Omari also noted that some certifications do not provide any guarantee of such benefits, while others do not offer adequate economic compensation for producers' efforts. Furthermore, the value chain, and especially the consumer side, should contribute significantly towards cost of certification compliance in order to generate continued future delivery of quality certification compliant products.

The following are the recommendations from the producers and traders of fine and specialty coffee from the EAFCA (Eastern and Southern Africa) region:

- a) Create local certification capacity in Africa.
- b) Producers need to participate in the development of implementation of standards at the local and regional level.
- c) Clearly define the duties/responsibilities of all actors.
- d) Producer's partners in sustainability should be governments and the trade in the consuming world.
- e) Greater understanding of smallholder producers' situation and help them to understand the standards and implement them – if they are determined to be viable and applicable at the smallholder level.

- f) Standards should be harmonized, simplified and combined to eliminate multi-certification requirements. i.e. certification programs should cooperate and offer syndicates that can recognise each other's labels to mitigate a multi-certificate quagmire.
- g) Smallholders need funding assistance for standards implementation and compliance, and therefore, cost-sharing schemes must be developed and implemented.
- h) Coffee associations and cooperatives need to play a key role in traceability issues on disseminating information regarding sustainability initiatives.
- i) Clear analysis of transaction costs, so producers can make educated decisions about the value of certification and its applicability to their situation.
- j) EAFCA can assist in synthesizing information, rolling out country plans and provide leadership and integration.

With the above recommendations, EAFCA hopes that the views of the private sector coffee players has been adequately represented to the entire coffee industry. EAFCA strives to represent the interest of its members as well as those of the African coffee growing regions.

WWC 3 PREPARATIONS GATHER PACE

"Africa: The Future of Specialty Coffee" is the theme of the 3rd African Fine Coffee Conference & Exhibition, to be held on 16th–18th February 2006 in Kilimanjaro, Arusha, Tanzania, and preparations of which are well underway.

Ngurdoto Mountain Lodge and Golf Club, located on the slopes of Mt. Meru, with gorgeous landscaping and views of both Mt. Kilimanjaro and Mt. Meru, is the venue for the African Fine Coffees Conference & Exhibition. The secluded escape has standard rooms as well as cosy cottages and is surrounded by coffee plantations.

Among the activities prepared for conference participants is a day of touring small, medium or large-scale coffee farms on the slopes of Mt. Kilimanjaro, hosted by Tanzanian farmers, followed by an adventurous wildlife safari to the Arusha National Park. A two-day training workshop will also be held on 20th - 21st February 2006 in Arusha, Tanzania as part of EAFCA's post conference capacity building activities.

The 3rd African Fine Coffee Conference will be launched at a Coffee Breakfast in Dar-es-Salaam on 20th September, and in Moshi on 22nd September.

This conference is undoubtedly the best opportunity for networking in Africa, and sharing of the latest information with the world's leading experts in coffee who will be in attendance.

Visit www.worldswildestcoffee.com for registration and more information.

EAFCA HONOURED AS "GUEST REGION" AT SINTERCAFE 2005.

Sintercafe 2005 will be held on 14th – 18th November 2005 in San Jose, Costa Rica, with EAFCA proudly featuring as the Guest Region.

Sintercafe was founded in 1987 and organizes conventions, seminars and workshops for producers and consumers of coffee from around the world in San Jose, Costa Rica.

The event is attended by close to 500 executives of the world's most prestigious coffee companies in the world. They gather to hear lectures, visit coffee farms and factories, hold cupping competitions and participate in cultural and sporting activities.

Sintercafé provides a very focused and intimate opportunity for networking and for recruiting new customers. After the Annual Specialty Coffee Association of America (SCAA) Conference & Exhibition, Sintercafe is the second most attended international coffee conference. All the major names in coffee roasting and trading from USA, Europe and Japan attend Sintercafe – **and so should you!**

Every year the organizers of Sintercafe select a "Guest country/region" and for the 19th Sintercafe, EAFCA has been selected as the Guest Region. This means:

- EAFC A will present on the coffees, cultures and people of the region to the whole plenary for an entire hour at the opening ceremony
- African coffees will be cupped by the best international roasters and buyers for 2 full days on Monday 14th and Wednesday 16th November, 2005
- EAFC A will host conference delegates to a "Bush Lunch" on 16th November, 2005
- Farm and wet mill/factory tours and social events. Specific farm visits possible by special arrangement ... and much much more!

EAFC A SECRETARIAT WILL PROVIDE:

- Free registration (USD. 600) for any member who registers with the Secretariat to travel to Sintercafe by 15th August 2005.
- "Bush Lunch"
- Free Shipment of the best coffees from each country.
- Hospitality and networking booth with all accessories for participating members to display their products and meet with delegates.
- General publicity through the conference program.
- Assistance with: registration, accommodation (information only) and visa processing.

WHAT WE NEED FROM YOU:

In order to plan effectively, and for the EAFCA Secretariat to assist you appropriately, please provide the following information as soon as possible by:

- For Sintercafe registration and any further information, please email secretariat@eafca.org latest **15th August 2005**. Kindly provide your name and passport details for Costa Rican entry visa processing, which may take up to 2 months.
- If you do not intend to travel but wish to send promotional material about your company to be displayed by EAFCA at Sintercafe, send a package of your flyers and brochures to the EAFCA Secretariat latest **31st August 2005**.

NEW EAFCA MEMBERS – WELCOME!

In May and June 2005, the following 6 companies joined EAFCA: -

1. Universal Farming Company Limited (Malawi)
2. Nkora Coffee SARL (Rwanda)
3. Mpongwe Development Company (Zambia)
4. Sondhi Trading Limited (Kenya)
5. Utz Kapeh (The Netherlands)
6. Coffee Lab International (USA)

We warmly welcome you to the EAFCA family.

COMING UP IN THE NEXT ISSUE OF THE FINE COFFEES BULLETIN:

- ☞ **Highlights of activities in the months of July and August 2005**
- ☞ **WWC 3 Launch in Tanzania**
- ☞ **And much, much more ...**

The next issue of the "Fine Coffees Bulletin" will be out in early September 2005. If you think someone might enjoy receiving this newsletter, please forward his or her email contact to secretariat@eafca.org

For comments and/or suggestions, please contact the EAFCA Secretariat at:

**EASTERN AFRICAN FINE COFFEES
ASSOCIATION (EAFCA)**
P. O. Box 27405, Kampala, Uganda.
Tel: + 256 (0)41 269140/1/7
Fax: + 256 (0)41 269148
E-mail: secretariat@eafca.org
Website: www.eafca.org